

Message Text

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PAGE 01 TOKYO 01603 061009Z

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7830

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E.O. 11652: N/A

SUBJECT: OVERSEAS BUSINESS REPORT (OBR) - MARKETING IN JAPAN

PASS COMMERCE

1. EMBASSY CONSIDERS SUBJECT OBR, DATED DECEMBER 1974, HAS SOME SERIOUS ERRORS BECAUSE BASED ON OLD INFORMATION. COMMERCE MAY WISH CONSIDER RECALLING COPIES ALREDY CIRCULATED OR ISSUING UPDATED CORRIGENDUM.

2. OF PARTICULAR CONCERN ARE PARAGRAPHS BEGINNING PAGE 3, COLUMN 2, ADVISING READERS THAT THE JAPANESE ECONOMY MAY HAVE BOTTOMED OUT IN APRIL-JUNE 1974 AND BUSINESS ACTIVITIES COULD PICK UP SECOND HALF OF THAT YEAR, ETC. ALSO PROJECTS REAL 1974 GNP AT PLUS 2.5-3 PERCENT. COMMERCE MUST BE AWARE OF

NEGATIVE JAPANESE GROWTH IN 1974 AND RECENT EMBASSY REPORTING THAT ECONOMY STILL IN DEEP TROUBLE AND EXPECTED TO REMAIN SO WELL INFO CY 1975. CIRCULATION IN JAN. 1975 OF REPORT APPARENTLY BASED ON INFO ABOUT 8 MONTHS OLD (WHICH PROVED TO BE PRETTY FAR OFF THE MARK AS JAPANESE AND WORLD ECONOMIES ADJUSTED IN DIFFERENT WAYS TO EXTRAORDINARY EVENTS OF 1974) SERIOUSLY REDUCES UTILITY TO U.S. BUSINESS LEADERSHIP.

3. FOLLOWING NOT INTENDED AS NIT-PICKING OF PUBLICATION BUT CERTAIN ERRORS STAND OUT: MISSPELLING IN BOLD FACE OF GNP (PAGE 2) AND TYPOGRAPHICAL ERROR IN LEAD PARAGRAPH PAGE 3 (AND ELSEWHERE); USE OF MAY 1974 CURRENCY RATE (PAGE 2) OF 277 YEN TO DLLLAR WHEN RATE HAS BEEN UNCLASSIFIED

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CLOSE 300 YEN TO DOLLAR FOR PAST SIX MONTHS ; IMPROPER

INTERPRETATION OF JAPAN'S GSP FOR DEVELOPING COUNTRIES
AIMED MAINLY TO EASE INFLATION AND INCORRECT STATEMENT THAT
JAPAN GIVES OTHER UNSPECIFIED PREFERENCES TO OTHER UN-
SPECIFIED COUNTRIES (PAGE 5); GIVING ADDRESS OF DEMOLISHED
CHANCERY (PAGE 25) VS TEMPORARY CHANCERY BUILDING; LISTING
JETRO TRADE CENTERS (PAGE 25) WHEN ALL HAVE BEEN CLOSED
AS OF APRIL 1974 (SEE TOKYO A-653, PAGE 11, PARA B).
FINALLY, IT IS HARD TO UNDERSTAND WHY SO MUCH DATA ON PAGE
2. MARKET PROFILE RESTS ON 1972 AND 1973 STATISTICS.

4. ASSUMING THIS PUBLICATION WILL HAVE SHELF LIFE OF
SEVERAL YEARS, EMBASSY QUESTIONS ADVISABILITY OF INCLUDING
ECONOMIC PROJECTIONS DURING THIS PERIOD OF UNCERTAINTY.
RADER BETTER ADVISED TO CONSULT EMBASSY'S SEMI-ANNUAL
ECONOMIC TRENDS. FURTHER, EMBASSY SHOULD HAVE OPPOR-
TUNITY TO REVIEW MANUSCRIPT PRIOR PUBLICATION TO PREVENT
ERRORS.
HODGSON

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